



## American Dairy Association & Dairy Council Mid East

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April 29, 2008  
Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

American Dairy Association Mideast an affiliate of National Dairy Council. The American Dairy Association Mideast is dedicated to improving the nutritional status of the community and serves as the local affiliate of the National Dairy Council, a leader in Dairy nutrition research, education and communication since 1915

Since American Dairy Association is a non-profit organization working with the local radio station has been invaluable asset when trying to education the public on the importance of trying to make healthy food choices for a life time to decrease people's risk for developing chronic diseases and to be able to live a long and healthy live.

American Dairy Association Mideast relies upon a local broadcast station to advance its mission. These would include:

- The station airs news stories concerning issues of importance to organization and organization's mission.
- The station regularly airs PSAs concerning issues of importance to our organization and its mission.

In conclusion, Bonneville International-Cincinnati (WKRQ, WUBE, WYGY, WSWD) has been effective is serving my organization's needs as well as those of the community at-large. We see no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Respectfully submitted,  
Nancy Zwick, MED, RD, LD